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What is claimed is:

1.A method for recommending content, comprising the steps:

a. receiving content information which comprises a particular information characteristic;

b. matching said content information with an user profile;

c. processing the matched result correspondingly in a manner of a content alarm according to said information characteristic;

d. recommending the corresponding information to the user according to the result processed in a manner of the content alarm.

2. The method according to claim 1, wherein said information characteristic comprises a content characteristic and particular program information.

3. The method according to claim 2, wherein said particular program information is a key word in synopsis.

4. The method according to claim 1, wherein step c comprises the steps:

c1. obtaining a corresponding alarm characteristic from said information characteristic;

c2. obtaining a comprehensive alarm level of said content information according to said alarm characteristic;

c3. processing said match ed result correspondingly according to said comprehensive alarm level.

5. The method according to claim 4, wherein said alarm characteristic comprises at least one of the followings: age, sex, violence, vulgarity, discrimination and drug.

6. The method according to claim 4, wherein step c2 comprises the steps:

obtaining a parameter of said alarm characteristic;

compare the parameter with a corresponding predetermined threshold to obtain the corresponding alarm level;

processing said alarm level to obtain the comprehensive alarm level.

7. A method for updating user profile, comprising the steps:

a. obtaining an information characteristic of a piece of the content information;

b. obtaining feedback information of said content information from the user;

c. processing feedback information correspondingly in a manner of a content alarm according to said information characteristic;

d. updating said user profile according to said processed feedback information.

8. The method according to claim 7, wherein said information characteristic comprises a content characteristic and particular program information.

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9. The method according to claim 8, wherein the particular program information is a key word in synopsis.

10. The method according to claim 7, wherein step b comprises the steps:

b1. obtaining a corresponding alarm characteristic from said information characteristic;

b2. obtaining a comprehensive alarm level of said content information according to said alarm characteristic;

b3. processing feedback information correspondingly according to said comprehensive alarm level.

11. The method according to claim 10, wherein said alarm characteristic comprises at least one of the followings: age, sex, violence, vulgarity, discrimination and drug.

12. The method according to claim 10, wherein step b2 comprises the steps:

obtaining a parameter of said alarm characteristic;

comparing said parameter with a corresponding predetermined threshold to obtain the corresponding alarm level;

processing said alarm level to obtain the comprehensive alarm level.

13. An apparatus for recommending content, comprising:

an information receiving means for receiving content information which comprises particular information characteristic;

a matching means for matching said content information with a user profile;

a content alarm processing means for proce ssing the match ed result correspondingly in a manner of a content alarm according to said the information characteristic; and

a sieving means for recommending the corresponding information to user according to the result processed in a manner of the content alarm.

14. The apparatus according to claim 13, wherein said content alarm processing means further comprises:

an alarm characteristic obtaining means for obtain ing a corresponding alarm characteristic from said information characteristic;

a comprehensive alarm level obtaining means for obtaining a comprehensive alarm level of said content information according to said alarm characteristic; and

an information processing means for proce ssing said matched result correspondingly according to said comprehensive alarm level.

15. An apparatus for updating user profile, comprises:

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an user communicating means for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

a content alarm processing means for processing said feedback information correspondingly in a manner of a content alarm; and

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an user profile updating means for updating said user profile according to said processed feedback information.

16. The apparatus according to claim 15, wherein said content alarm processing means comprises:

10   an alarm characteristic obtaining means for obtaining the corresponding an alarm characteristic from said information characteristic;

a comprehensive alarm level obtaining means for obtaining a comprehensive alarm level of said content information according to said alarm characteristic; and

15   an information processing means for processing said feedback information correspondingly according to said comprehensive alarm level.